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Congress of the United States
House of Representatives
Washington, DC 20515-2504
September 11, 2009

514-B N.W. SEVEN HIGHWAY
BLUE SPRINGS, MO 64014-2733
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1401 SOUTHWEST BLVD., SUITE 101
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LEBANON, MO 65536-3000
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908 THOMPSON BLVD.
SEDALIA, MO 65301-4593
(660) 826-2675

Mr. David K. Rehr
President & CEO
National Association of Broadcasters
1771 N St, NW
Washington, D.C. 20036

Dear Mr. Rehr,

The United States and our global neighbors are confronting a fresh outbreak of H1N1 human influenza. This outbreak was to be expected given the return of children to school and the natural onset of the fall flu season. As the government and American news media work to convey information to the public about this virus, it is critical that the communication be responsible.

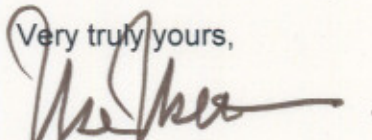
While I appreciate that some news agencies have done a good job of properly identifying H1N1 human influenza during news broadcasts, I have been extremely disappointed that some national and local news outlets continue to refer to H1N1 human influenza as "swine flu." Doing so is irresponsible and is contributing to the public's misconception that the virus infects hogs or pork products at the grocery store. This is simply not the case and news outlets have a responsibility to phrase reports carefully.

When news reporters repeatedly refer to H1N1 human influenza as "swine flu," it hurts family farmers in Missouri and throughout the countryside. These references are especially damaging to pork producers who are already experiencing severe economic losses.

The Centers for Disease Control and Prevention notes that the "swine flu" viruses, which sicken animals, are very different from H1N1 human influenza. The Centers also point out that H1N1 human influenza is not spread by food and that humans cannot acquire the virus by eating pork or pork products.

I call on all members of the National Association of Broadcasters to consider the impact of their comments on America's family farms. Referring to the virus as H1N1 human influenza would be the responsible thing for farmers and for the public at large. I look forward to hearing back from you on this matter.

Very truly yours,



IKE SKELTON
Member of Congress

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Ms. Tonda Rush
National Newspaper Association
2020 N 14th St, #300
Arlington, VA 22201

Dear Ms. Rush,

The United States and our global neighbors are confronting a fresh outbreak of H1N1 human influenza. This outbreak was to be expected given the return of children to school and the natural onset of the fall flu season. As the government and American news media work to convey information to the public about this virus, it is critical that the communication be responsible.

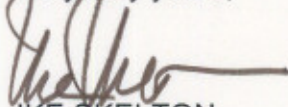
While I appreciate that some news agencies have done a good job of properly identifying H1N1 human influenza in written word, I have been extremely disappointed that some newspapers continue to refer to H1N1 human influenza as "swine flu." Doing so is irresponsible and is contributing to the public's misconception that the virus infects hogs or pork products at the grocery store. This is simply not the case and newspapers must seriously consider phrasing their reports more carefully.

When news reporters repeatedly refer to H1N1 human influenza as "swine flu," it hurts family farmers in Missouri and throughout the countryside. These references are especially damaging to pork producers who are already experiencing severe economic losses.

The Centers for Disease Control and Prevention notes that the "swine flu" viruses, which sicken animals, are very different from H1N1 human influenza. The Centers also point out that H1N1 human influenza is not spread by food and that humans cannot acquire the virus by eating pork or pork products.

I call on all members of the National Newspaper Association to consider the impact of their comments on America's family farms. Referring to the virus as H1N1 human influenza would be the responsible thing for farmers and for the public at large. I look forward to hearing back from you on this matter.

Very truly yours,



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Ms. Jane Nassiri
Executive Director
Radio and Television News Directors Association
529 14th St, NW, Ste 425
Washington, D.C. 20045

Dear Ms. Nassiri,

The United States and our global neighbors are confronting a fresh outbreak of H1N1 human influenza. This outbreak was to be expected given the return of children to school and the natural onset of the fall flu season. As the government and American news media work to convey information to the public about this virus, it is critical that the communication be responsible.

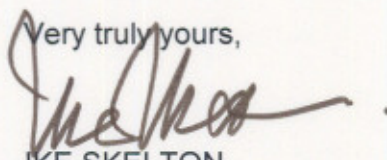
While I appreciate that some news agencies have done a good job of properly identifying H1N1 human influenza, I have been extremely disappointed that some news outlets continue to refer to H1N1 human influenza as "swine flu." Doing so contributes to the public's misconception that the virus infects hogs or pork products at the grocery store. This is simply not the case and news directors should seriously consider phrasing reports more carefully.

When reporters repeatedly refer to H1N1 human influenza as "swine flu," it hurts family farmers in Missouri and throughout the countryside. These references are especially damaging to pork producers who are already experiencing severe economic losses.

The Centers for Disease Control and Prevention notes that the "swine flu" viruses, which sicken animals, are very different from H1N1 human influenza. The Centers also point out that H1N1 human influenza is not spread by food and that humans cannot acquire the virus by eating pork or pork products.

I call on all members of the Radio and Television News Directors Association to consider the impact of reporters' comments on America's family farms. Referring to the virus as H1N1 human influenza would be the responsible thing for farmers and for the public at large. I look forward to hearing back from you on this matter.

Very truly yours,



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Member of Congress